



# City of Tigard

## Council/CCDA Meeting Minutes

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### **TIGARD CITY COUNCIL/CITY CENTER DEVELOPMENT AGENCY**

**MEETING DATE/TIME:** October 2, 2012 – 6:30 p.m.

**MEETING LOCATION:** Red Rock Creek Conference Room, 13125 SW Hall Blvd., Tigard, OR

1. COUNCIL MEETING

A. At 6:32 p.m. Mayor Dirksen called the meeting of the Tigard City Council to order.

B. Deputy City Recorder Krager called the roll:

	Present	Absent
Council President Buehner	✓	
Mayor Dirksen	✓	
Councilor Henderson	✓	
Councilor Wilson	✓	
Councilor Woodard	✓	

Staff Present: City Manager Wine, Assistant City Manager Newton, Redevelopment Project Manager Farrelly, Deputy City Recorder Krager and for Agenda Item No. 2 only: Administrative Services Manager Robinson and City Recorder Wheatley

CCAC Commissioners Present: Alex Craghead and Elise Shearer

C. Call to Council and Staff for Non-Agenda Items

2. NON AGENDA ITEMS – Assistant City Manager Newton announced that Deputy Recorder Krager received her CMC (Certified Municipal Clerk) designation. Deputy Recorder Krager thanked her supervisors, Administrative Services Manager Robinson and City Recorder Wheatley and the city for their support.

3. CONSIDERATION OF EXTENDING INCENTIVES FOR VOLUNTARY ANNEXATION

City Manager Wine summarized council discussion held last month on phasing taxes for the River Terrace Annexation property owners. She said council considered extending those same incentives to the areas known as Area 63 and Roy Rogers West. There was consensus for extending the incentives to all three areas and payment of city taxes would begin after the River Terrace Community Plan is completed. An ordinance and a resolution are on the agenda tonight for council consideration.

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In response to a question from Councilor Henderson regarding taxes, City Manager Wine said it is structured so that through the fiscal year 2014, no properties in these areas would have city tax levied. The phase-in would start in next fiscal year. She said by approving these two actions council is directing the county assessor to send tax statements to these properties at a differential rate, subject to those dates. Council President Buehner noted that Oregon statutes require any changes affecting the next tax year to be completed and enacted by March 31. City Manager Wine said that Council is reviewing this now because Washington County is poised to send out property tax statements. Absent this action by Council, Area 64 and Area 63 (when annexed into the city) would be treated differently.

City Manager Wine said foregone revenue will be due to taxes not being levied but it is likely to be a shorter time period than staff's estimation of fiscal year 2016. Councilor Wilson asked about street lighting district taxes. Council President Buehner said these areas are undeveloped and there is only a small portion near Scholls Ferry Road that is in the lighting district. City Manager Wine said she will verify this and report to council.

Council President Buehner moved for approval of Resolution 12-38 and Councilor Wilson seconded the motion. Deputy Recorder Krager read the number and title of the resolution.

RESOLUTION NO. 12-38 – A RESOLUTION AMENDING RESOLUTION NO. 07-13 AND ESTABLISHING ADDITIONAL INCENTIVES FOR CERTAIN VOLUNTARY ANNEXATION OF UNINCORPORATED LANDS INTO THE MUNICIPAL CITY LIMITS

There being no further discussion, a vote was taken. The motion passed unanimously.

	Yes	No
Council President Buehner	✓	
Mayor Dirksen	✓	
Councilor Henderson	✓	
Councilor Wilson	✓	
Councilor Woodard	✓	

Council President Buehner moved for approval of Ordinance No. 12-07 and read the number and title. Councilor Wilson seconded the motion. In response to a question from Councilor Henderson, Deputy City Recorder Krager noted that Resolution No. 12-38, which was just approved, will be listed by number in several places in this ordinance. A roll-call vote was conducted and Ordinance No. 12-07 was adopted unanimously.

ORDINANCE NO. 12-07 – AN ORDINANCE AMENDING ORDINANCE NO. 11-07 RETROACTIVELY ESTABLISHING A NEW RATE OF TAXATION FOR CERTAIN ANNEXATION TERRITORY AND DECLARING AN EMERGENCY

	Yes	No
Council President Buehner	✓	
Mayor Dirksen	✓	
Councilor Henderson	✓	
Councilor Wilson	✓	
Councilor Woodard	✓	

At 6:50 p.m. Mayor Dirksen adjourned the City Council and called the City Center Development Agency to order. Deputy Recorder Krager called the roll.

	Present	Absent
Director Buehner	✓	
Chair Dirksen	✓	
Director Henderson	✓	
Director Wilson	✓	
Director Woodard	✓	

#### 4. RECEIVE UPDATE ON DOWNTOWN EVENTS AND MARKETING

Consultant Bridget Bayer from BAM (Business Association Management) presented a report on downtown events. Redevelopment Project Manager Farrelly said Ms. Bayer was hired to advise and provide technical assistance to downtown businesses, particularly with events.

Consultant Bayer showed slides of various 2012 events.

Tigard Night Out is held each month on the third Friday. She said increased sales started slowly but are building. Most activities are held on Main Street but some businesses along Commercial Street participate and remain open later too, including Razz ma Tazz, the Eagles Club and the Ballroom Dance business. Businesses that hosted an activity received the most customers.

Ms. Bayer said more networking and training are needed, especially to give owners promotion skills. She said there is a lack of merchandising and marketing that could be addressed with regular, monthly trainings. Chair Dirksen asked if most downtown businesses were members of the Chamber of Commerce. Chamber Executive Officer Mollahan said they are seeing an increase in the number of downtown businesses joining but that a good percentage are not. Chair Dirksen said if this kind of training program was offered in partnership with the Chamber it would be an incentive to join and make it easier for them to coordinate events.

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Tigard Street Fair – Consultant Bayer said the street fair was “over the top,” and there were great sponsors and in-kind support. Many business owners had an activity that attracted people. She said there were a few thousand people and lots of movement from one end of Main Street to the other, as well as down Burnham Street to the Skate Park. She said, “We didn’t spend a lot of money and we didn’t make a lot of money, so it was kind of a wash.” She said there were quite a lot of advertising impressions through all the promotions and she tracks these on the internet and through discussions with advertising representatives.

Consultant Bayer said the marketing committee is really an events committee that meets monthly and she recommends this schedule continue. She suggested sixteen activities during the year for downtown businesses: eight Third Friday events, four networking trainings and four seasonal trainings. Director Buehner said she heard a request not to hold a Third Friday event around the date of the Tigard Street Fair.

Upcoming Events in 2012 – Ms. Bayer said two events in the planning stages are the downtown Trick or Treat night on October 31 and the Tree Lighting in December.

Ms. Bayer said the suggestion for the Chamber to handle event management is an excellent idea and she has approached them about this. Chamber Chief Executive Officer Mollahan agreed to take this on and said it is advantageous to have involvement from an organization with local presence on Main Street. Ms. Bayer said she will coach and advise as needed.

Other recommendations:

- Develop more shared outdoor gathering spaces such as the outdoor seating area around the fountain in front of Tigard Liquor. A list of areas is in her PowerPoint.
- Promote and incentivize anchor businesses.
- Be aware that experts use the mall mentality of 10-10-10 and say it works (that is, having 10 restaurant options, 10 destination retail shops, and 10 places for late shopping - open after 6:00 p.m.) Tigard is short on restaurants and locations open after 6:00 p.m.
- Use interpreters with business owners that do not speak English.
- CCDA and staff need to get to know who and what is in downtown Tigard so they can recommend these businesses to friends and neighbors.

Executive Director Wine asked what the training would consist of and Ms. Bayer responded that merchandising techniques would be taught, including on-line promotions and Google ads. She said statistics demonstrate increased curb appeal has a huge effect on sales. She said she knows of many professionals through the Main Street Network that would be available to provide training.

Ms. Bayer said she compiled some statistics and handed these out to council. A copy of this has been added to the packet for this meeting. Ms. Bayer recommended networking

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meetings but said the downtown business owners did not want them so they held very few. She said networking meetings are important because business owners get to know and rely upon each other, stimulating business for the district. Director Wilson asked if it was her opinion that the networking did not go as well as expected because owners felt they did not have enough in common. Ms. Bayer said they tried meeting at different times during the day, but it could be that everyone is busy and just beginning to know each other. She commented that their priority was events so that became her focus.

Chair Dirksen said it would be difficult to evaluate progress from just one year of downtown events; it takes time. Director Wilson said the vendors won't come unless there are people but the people won't come unless there are vendors. Ms. Bayer said the business owners loved the Street Fair, and she said it is what Tigard's Third Thursday's should look like. Director Woodard said he believes the events will work but Tigard is just not there yet. Director Buehner suggested it would take three years to gauge the success of events.

Ms. Bayer said business owners told her that the Trick or Treat event is very popular ongoing event and they expect many attendees. Chamber of Commerce CEO Mollahan agreed, and said phone calls about the event will start coming in to them in a week. Ms. Bayer suggested adding vendor areas to keep people around longer during this event would boost sales. Director Buehner suggested closing part of Main Street because of traffic issues during trick or treating. Chamber of Commerce Executive Mollahan said Main Street business owners would not be in favor. Consultant Bayer said the Tigard Police said they will handle traffic this year as in the past.

Director Woodard suggested banners would be helpful to advertise events and Ms. Bayer agreed, saying they need to be long and high enough to cross over the street. Redevelopment Project Manager Farrelly said as part of the Main Street Green Street project there will be street poles installed that can be used for banners. Director Woodard suggested the use of LED lighting as an attraction.

Director Henderson commented that Ms. Bayer did a great job. He noted that she said the words, "If we change" a lot and asked if she thought downtown Tigard had not changed. She said that was not what she meant and believes things are definitely getting better in the downtown. She said she is looking forward to the Main Street Green Street project.

Redevelopment Project Manager Farrelly said staff is working with Ms. Bayer and the Chamber of Commerce to put together potential scopes of works and contracts. When more information is ready it will be discussed at CCDA to make sure members are on board.

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## 5. RECEIVE UPDATE ON URBAN RENEWAL PROJECTS

Redevelopment Project Manager Farrelly updated the CCDA on several projects.

- Burnham Street Parking Lot – This project will be going out to bid soon and construction should begin in a month. He noted that there was an appeal on the land use decision from the neighboring property owner Scott Hookland. The city attorney is advising staff.
- Tennant Improvement Program – The request for proposals was issued. All owners and agents of vacant properties, brokers specializing in restaurants, and specific restaurants have received a copy. Director Buehner suggested Mr. Farrelly talk to employees at the Oregon State Bar offices to see what type of restaurants they would like as lunch options. There are many employees working there.
- New Business – There is a new business of about 40 employees moving into the new Harris-McMonagle building on Scoffins Street. The business manages supermarket and grocery store marketing. Mr. Farrelly gave them a copy of the Tennant Improvement RFP as they are familiar with food-related companies and this is a targeted business for downtown.
- Mr. Farrelly said that Pacific Paint has plans to move into the front section of the vacant A-Boy building, which would leave a storefront available on Main Street. Director Wilson expressed dismay that this high visibility space in the A-Boy building would become unavailable for a coffee shop or restaurant. Chair Dirksen suggested the possibility of the city leasing the front part of the building to keep it available for a targeted business. Director Buehner said that if that did not happen, and the back part of the property became a restaurant space, it could have large windows and doors opening onto Fanno Creek Park. CCDA Executive Director Wine said leasing space is new territory for the CCDA; further discussions need to be held.

Director Buehner requested time to give a detailed report at a future meeting on an easement seminar she attended that was largely focused on private/public partnerships. She will copy CCDA members with some of the information. Executive Director Wine said this could potentially be scheduled for the October 16 workshop.

## 6. EXECUTIVE SESSION

At 7:35 Chair Dirksen announced that the Tigard CCDA would be entering into an Executive Session to conduct deliberations with persons designated by the governing body to negotiate real property transactions. CCAC Members Craghead and Shearer were present at the invitation of the CCDA. The Executive Session ended at 8:08 p.m.

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7. NON AGENDA ITEMS

Chair Dirksen reminded everyone of the tour of the Fields property at 5:30 p.m. on Thursday, October 4, 2012.

8. ADJOURNMENT

At 8:09 p.m. Director Wilson moved for adjournment. Director Buehner seconded and the motion passed unanimously.

	Yes	No
Director Wilson	✓	
Director Buehner	✓	
Chair Dirksen	✓	
Director Henderson	✓	
Director Woodard	✓	

  
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Carol A. Krager, Deputy City Recorder

Attest:

  
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Mayor, City of Tigard  
Council President

Date: Dec. 11, 2012

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